## Notice of References Cited Application/Control No. O9/755,353 Examiner Tan Dean D. Nguyen Applicant(s)/Patent Under Reexamination BERNING ET AL. Art Unit Page 1 of 1

## **U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	Α	US-5,616,030	04-1997	Watson, Bruce L.	434/38
*	В	US-5,618,179	04-1997	Copperman et al.	434/69
*	С	US-6,782,374	08-2004	Nichols, Mark Stewart .	706/45
	D	US-			-
	E	US-			
	F	US-			
	G	US-			
	Н	US-			
	1	US-			
	J	US-			-
	К	US-			
	L	US-			
	М	US-			

## **FOREIGN PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					-
	0	•				
	Р					
	Q			9 ( 9	,	
	R					
	S					
	T					

## **NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)		
*	<b>(</b> 1)	WANSINK, B. "New UseOld Brands", Jour. Advert. Research, v39, n2, p90, March 1999.		
	٧			
	w			
	x			

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)

Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.